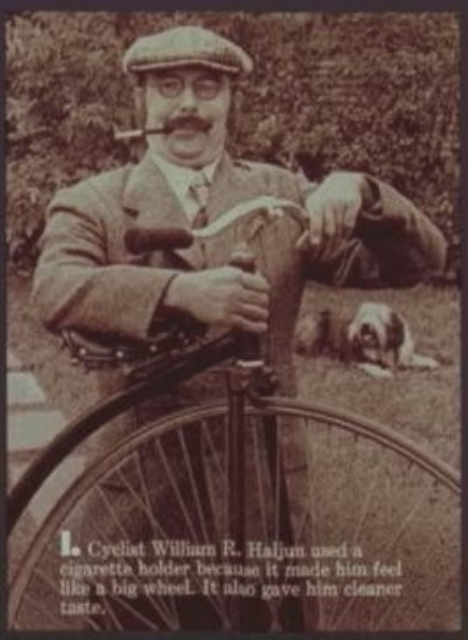
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 563—Bicyclist—Req. No. 98014—Page—4/C, Bleed—8⅝ x 11¼ inch—National Magazines, 1975 (R)
Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Cyclist William R. Haljun used a cigarette holder because it made him feel like a big wheel. It also gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. Parliament keeps the good taste rolling.

It works like a cigarette holder works.

Now in bright new packs.

Kings: 14 mg. "tar," 0.8 mg. nicotine
Box: 14 mg. "tar," 0.9 mg. nicotine
av. per cigarette, FTC Report Oct. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/lrjn0003
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